

## CLAIMS

We claim:

1. A method for a network to send a notification to subscribers regarding  
5 a new feature introduction, comprising the steps of:  
generating a notification message regarding a new feature;  
sending the notification message to at least one mobile subscriber;  
sending a response to the network that indicates that the at least one mobile  
subscriber desires to try the new feature;  
10 storing the new feature with an expiration time in a subscriber database;  
detecting, by the network, an end of the expiration time for the at least one  
mobile subscriber; and  
sending, by the network, a feature expiration notification message to the at  
least one mobile subscriber regarding subscribing to the new feature.  
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2. The method according to claim 1, wherein the generating of a  
notification message regarding the new feature occurs automatically in response to the  
introduction of the new feature in the network.
- 20 3. The method according to claim 1, wherein the feature expiration  
notification message is sent to the at least one mobile subscriber in at least one of a  
form of Short Message Service, a form for a display on a mobile device of the at least  
one subscriber, and voice mail for the at least one subscriber.

4. The method according to claim 1, wherein the method further comprises the steps of:

electing, by the at least one mobile subscriber, to subscribe to the new feature;

5 sending, by the at least one mobile subscriber, a feature election message to the network; and

removing, by the network, from the subscriber database the expiration time for the new feature.

5. The method according to claim 4, wherein the sending of the feature election message to the network is effected by pressing a soft key from a wireless  
10 device of the at least one mobile subscriber and responding to the feature expiration notification message with a "yes" answer.

6. The method according to claim 1, wherein the method further comprises the steps of:

electing, by the at least one mobile subscriber, not to subscribe to the new feature;

at least one of: not responding, by the at least one mobile subscriber, to the feature expiration notification message; and sending, by the at least one mobile  
20 subscriber, a feature non-election message to the network; and

deactivating, by the network, the new feature from the subscriber database.

7. The method according to claim 6, wherein the sending of the feature non-election message to the network is effected by pressing a soft key from a

wireless device of the at least one mobile subscriber and responding to the feature expiration notification message with a "no" answer.

8. A method for a network to send a notification to mobile subscribers
- 5 regarding a new feature in the network, comprising the steps of:
- introducing a new feature in the network;
  - automatically generating a notification message regarding the new feature introduction;
  - 10 sending the notification message to at least one mobile subscriber, the notification message offering the new feature for a trial time period;
  - sending a response to the network that indicates that the at least one mobile subscriber desires to try the new feature;
  - storing the new feature with an expiration time for the trial time period in a subscriber database;
  - 15 detecting, by the network, an end of the expiration time of the trial time period for the at least one mobile subscriber; and
  - sending, by the network, a feature expiration notification message to the at least one mobile subscriber, the feature expiration notification message containing an offer to subscribe to the new feature.

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9. The method according to claim 8, wherein the feature expiration notification message is sent to the at least one mobile subscriber in at least one of a form of Short Message Service, a form for a display on a mobile device of the at least one subscriber, and voice mail for the at least one subscriber.

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10. The method according to claim 8, wherein the method further comprises the steps of:

electing, by the at least one mobile subscriber, to subscribe to the new feature;

5 sending, by the at least one mobile subscriber, a feature election message to the network; and

removing, by the network, from the subscriber database the expiration time for the new feature.

11. The method according to claim 10, wherein the sending of the feature election message to the network is effected by pressing a soft key from a wireless device of the at least one mobile subscriber and responding to the feature expiration notification message with a "yes" answer.

12. The method according to claim 8, wherein the method further comprises the steps of:

electing, by the at least one mobile subscriber, not to subscribe to the new feature;

at least one of: not responding, by the at least one mobile subscriber, to the feature expiration notification message; and sending, by the at least one mobile subscriber, a feature non-election message to the network; and

deactivating, by the network, the new feature from the subscriber database.

13. The method according to claim 12, wherein the sending of the feature non-election message to the network is effected by pressing a soft key from a

wireless device of the at least one mobile subscriber and responding to the feature expiration notification message with a "no" answer.

14. A system for notification by a network to mobile subscribers regarding  
5 a new feature, comprising:

a notification message regarding a new feature introduction by the network,  
the notification message offering the new feature for a trial time period to at least one  
mobile subscriber;

a response that indicates that the at least one mobile subscriber desires to try  
10 the new feature;

a subscriber database in which is stored an expiration time for the trial time  
period; and

a feature expiration notification message containing an offer to subscribe to  
the new feature;

15 wherein, when the network detects an end of the expiration time of the trial  
time period for the at least one mobile subscriber, the network sends the feature  
expiration notification message to the at least one mobile subscriber.

15. The method according to claim 14, wherein the notification message  
20 regarding the new feature occurs automatically in response to the introduction of the  
new feature in the network.

16. The system according to claim 14, wherein the feature expiration  
notification message is sent to the at least one mobile subscriber in at least one of a

form of Short Message Service, a form for a display on a mobile device of the at least one subscriber, and voice mail for the at least one subscriber.

17. The system according to claim 16, wherein, when the at least one  
5 mobile subscriber elects to subscribe to the new feature, a feature election message is sent to the network by the at least one mobile subscriber; and wherein the network removes from the subscriber database the expiration time for the new feature.

18. The system according to claim 17, wherein the sending of the feature  
10 election message to the network is effected by pressing a soft key from a wireless device of the at least one mobile subscriber and responding to the feature expiration notification message with a "yes" answer.

19. The system according to claim 16, wherein, when the at least one  
15 mobile subscriber elects not to subscribe to the new feature, the network deactivates the new feature in the subscriber database in response to at least one of: not responding, by the at least one mobile subscriber, to the feature expiration notification message; and sending, by the at least one mobile subscriber, a feature non-election message to the network.

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20. The system according to claim 19, wherein the sending of the feature  
non-election message to the network is effected by pressing a soft key from a  
wireless device of the at least one mobile subscriber and responding to the  
25 feature expiration notification message with a "no" answer.